



What is the Value of Social Analytics?

Amy Johaneck

Social Collaboration Solutions Leader
IBM Software Group - US Federal
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Get Social. **Do Business.**

Questions we will answer in today's session

1

What Is Social Business?

2

What is Social Analytics?

3

What value does Social Analytics bring for external and internal social networks?

4

What can I do to take advantage of this emerging area?

Your Organization's Challenges... & Opportunities

- Channels proliferate...
- The Internet evolves...
- The consumer is in control...
- The rate of change accelerates...



People are empowered like never before

Find and share information instantly



- **155 million** tweets sent via Twitter each day
- More than **7 billion** pieces of content shared each week on Facebook

Source: Facebook, 2011

Source: Nielsenwire, 6/1/2010, Morgan Stanley

Source: Forrester: Forrsights Workforce Survey 2011

Rise of social networking and mobile devices



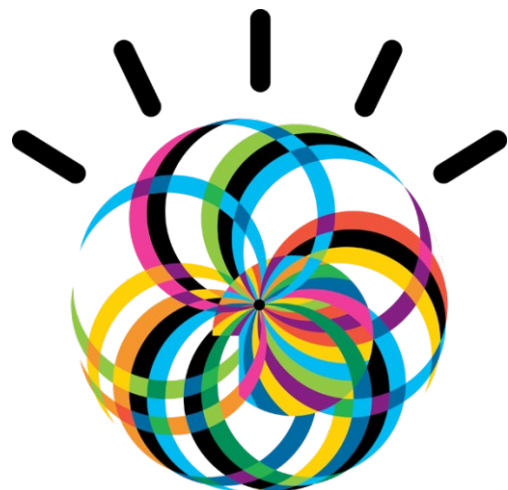
- Social networking accounts for **22%** of all online time
- Smartphone and tablet shipments now **outpace** PCs

Bringing social tools into the enterprise



- **37%** of US IT workers are using technology they master first at home, then bring to work
- **64%** of GenY download unauthorized applications at least once a week to get their job done

What is a Social Business?



A Social Business organization **embraces networks of people to create business value**, and **activates networks of people that apply relevant content and expertise to improve and accelerate core and ad-hoc processes**, delivering unprecedented return for the time invested.



Engaged



Transparent



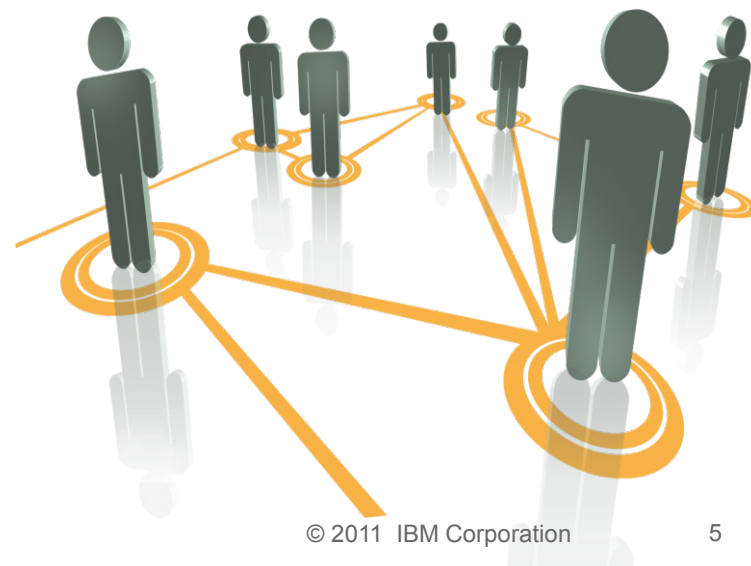
Nimble

95% of standout organizations will focus more on “getting closer to the customer” over the next 5 years

– IBM CEO Study 2010

Standout organizations are **57%** more likely to allow their people to use social and collaborative tools

– IBM CHRO Study 2010



Social Business solutions are built on a core enabling set of capabilities that transform how businesses engage with people and harness social intelligence

Reach people where they live and work

Connect through identities on consumer, b2b, and corporate social networks

Communicate on the associated channels

Monitor and analyze social data to discover new business insights

Analyze identities, social graphs, communication channels, and social content

Identify opportunities, problems, solutions, valuations, etc.

Enable people to engage productively in a business context

Develop personal insights and social intelligence

Facilitate emergent processes

Act on insights for business advantage

Integrate social capabilities into the enterprise in order to act on new opportunities, make better decisions, optimize processes in real time, and govern and manage risk



Social Analytics is about Discovery

3 Steps:

- Capture & Align
- Monitor & Analyze
- Act & Engage



Capturing, Monitoring and Analyzing “Earned” Social Media

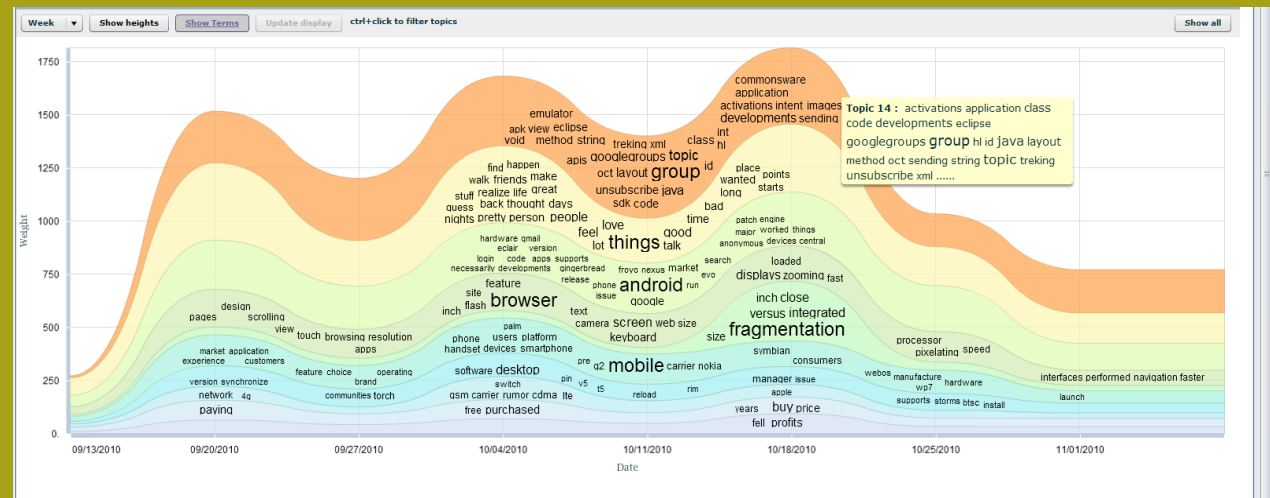


Social Media Analytics

Cognos.

Consumer Insight

Analyze “earned” social media,
identify brand sentiment,
emerging topics



BBVA is a global group that offers individual and corporate customers a comprehensive range of financial and non-financial products and services. It also has a leading franchise in South America; it is one of the 15 largest U.S. commercial banks and one of the few large international groups operating in China and Turkey. BBVA employs approximately 104,000 people in over 30 countries around the world, and has more than 47 million customers and 900,000 shareholders.



Business Need:

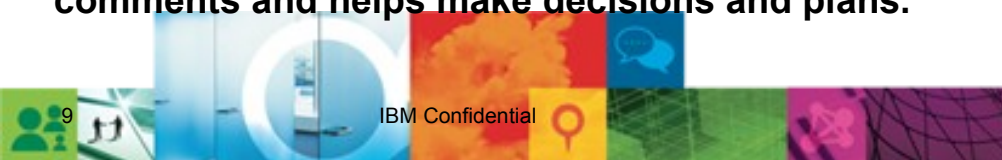
BBVA needed an **online tool to detect possible risks to its reputation in order to increase positive feedback and customer satisfaction.** BBVA branches around the world reported individual analyses about BBVA's online presence to Communications, Brand & Reputation and CSR departments, but widely differing samples and criteria in the USA, South America and Spain made reporting inconsistent.

Solution:

IBM Cognos Consumer Insight automates this online analytic process with a high degree of scalability. The solution can identify the subject, type, date, author, title and country of online comments made about BBVA and its brands. News channels, blogs, forums, Facebook and Twitter are regularly checked and analyzed, delivering in-depth insight in consistent, easy to understand packaged reports.

Benefit:

Enables BBVA to consistently respond to and gain insight into customer needs and feedback. Gives BBVA the ability to measure the success of its outputs and approaches to engaging stakeholders and customers. **Shows whether positive or negative sentiments have increased or not, looks for the source and reason of comments and helps make decisions and plans.**



TD Bank Socializing their Business processes with “Transparency”



Wendy Arnott - VP of social media and digital communication



“transparent decision making process ..shifted to pride and excitement”



“...perfecting the app before it reached customers”



“...until social amplified it, there was no business case.”



[Edit My Profile](#)

Preparing for the Social Business for Government Summit

Today 10:43 AM

[clear](#) | [update](#)

Tags

Add tag(s) to this profile [+](#)

[cloud-and-saas](#)

[federal-team](#)

[government im lotus](#)

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[portal-goto-person social-](#)

[computing social+business](#)

[thanks](#)

Johaneck, Amy J.

IBM employee, Regular

IBM USA

IBM Sales & Distribution, Software Sales

Social Collaboration Leader - US Federal IMT

Solution Representative - Brand Specialist: ICS.Web Experience-MAJ

2300 DULLES STATION BLVD HERNDON, VA, 20171-6133 United States

Building: 2300 | Floor: NA | Office: HOME

1-720-342-5437

amy_johaneck@us.ibm.com

Local Time: 10:42 AM

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[blueDoodle](#) [×](#)

3 related tags

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2 related tags

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News Feed

View updates from content or people you are following, your colleagues, and responses to content you've posted.

Today

[Edward M. Guidera](#) edited the wiki page [Team Calendar 2012](#) in the [IBM Social Software Product Management](#) wiki.

[Louis Richardson](#) updated the ["There go my people, I must catch them for I am their leader" - Gandhi](#) blog entry in the [Social Business Storybook](#) blog.

[Louis Richardson](#) updated the ["It's cheaper to trust than to control"](#) blog entry in the [Social Business Storybook](#) blog.

[Anindya Sanyal](#) followed [Sandra Carter](#).

[Anindya Sanyal](#) commented on [JOSEPH C. MIDOLO's](#) board entry.

[Mona Håkansson](#) created a new bookmark named [embed.ly Activity Stream](#) in [IBM Connections - YouTube](#).

[Heidi R. Ambler](#) edited the wiki page [Team Calendar 2012](#) in the [IBM Social Software Product Management](#) wiki.

[LUIS A. BENITEZ](#) edited the wiki page [Abstracts 2012](#) in the [IBM Social Software Product Management](#) wiki.

[Guido Philipps](#) tagged themselves with [portal](#).

[Guido Philipps](#) tagged themselves with [wcm](#).

[Edward M. Guidera](#) Shared from [Diane Loomis](#) - Don't miss tomorrow's Social Content Management webinar on Connections + ECM integration "Improving Customer Care & Bt

[Kalairajan Swarnam](#) tagged themselves with [wcm](#).

[Michael L. Dudding](#) accepted a network invitation from [Thomas S. Rogers](#).

IBM Connections – Internal Social Platform



Profiles

Find the people you need



Communities

Work with people who share common roles and expertise



Files

Post, share, and discover documents, presentations, images, and more



Wikis

Create web content together



Activities

Organize your work and tap your professional network



Forums

Exchange ideas with, and benefit from the expertise of others



Media Gallery

Add sizzle by sharing rich media like Photos and Videos



Home page

See what's happening across your social network



Social Analytics

Discover who and what you don't know via recommendations



Micro-blogging

Reach out for help your social network



Bookmarks

Save, share, and discover bookmarks



Blogs

Present your own ideas, and learn from others



Ideation Blogs

Create ideas and leverage the crowd to develop them



Document Libraries

Securely manage and collaborate on business documents



Use Cases – Internal Social Analytics

Employee Engagement

- Immediate recognition of employee sentiment
- Identify issues and alert relevant stakeholders

Health and Wellness

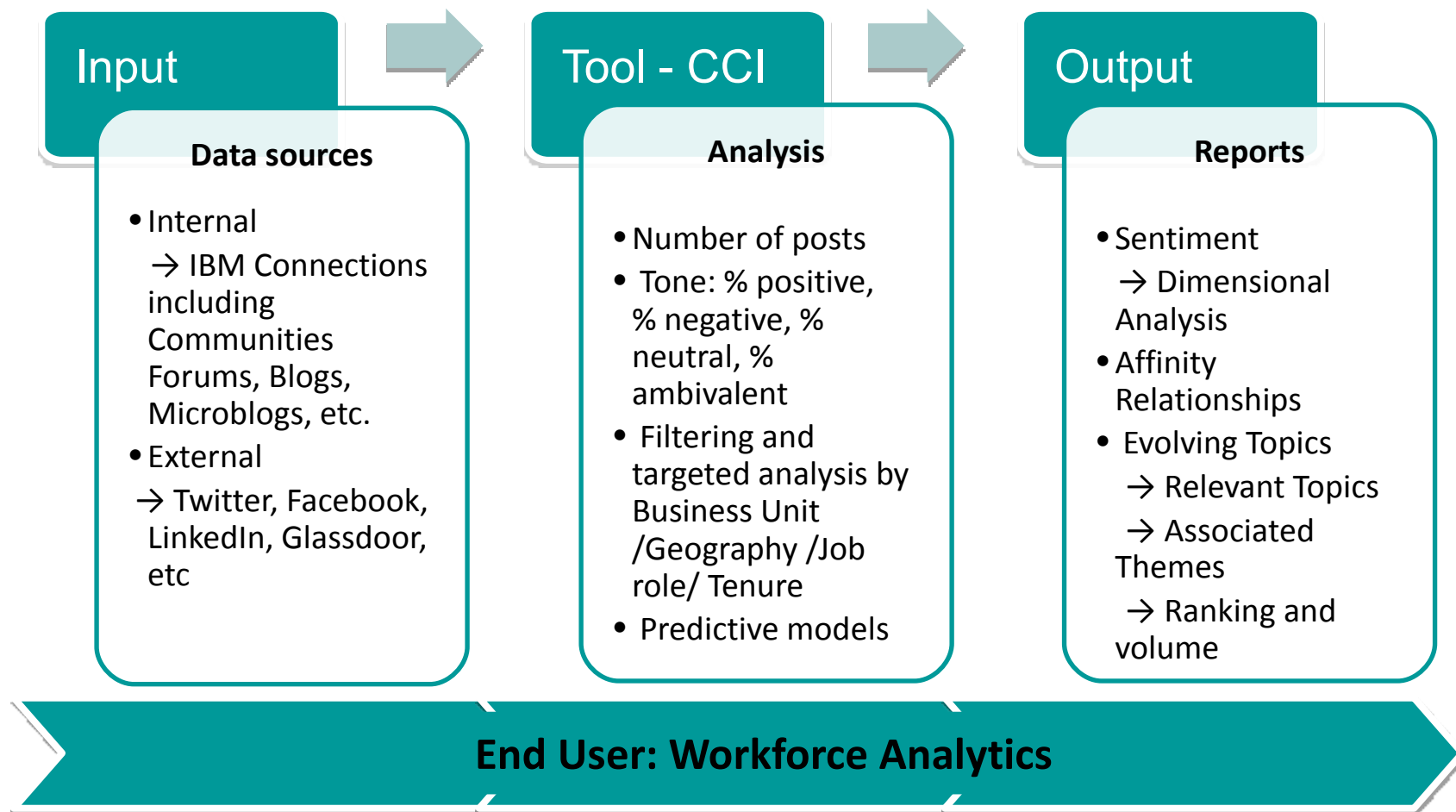
- Understand how employees feel about health programs
- Evaluate external reputation of health programs
- Causal analyses

Recruitment

- Gauge brand perception
- Gauge sentiment of competitors' employees
- Talent acquisition



Example: Employee Engagement




Social Analytics: Key Advantages for Internal Use

- Augment employee surveys with social media data
 - Better understand what employees think about our products, services, and clients
 - Tailor products, services, and programs based on employee sentiment
 - Ability to act in near real-time based on trending topics
- Leverage extensive social media footprint
 - IBM has >25,000 employees on Twitter, >300,000 on LinkedIn, and 198,000 on Facebook
 - Internally over 300,000 IBMers use Communities, Blogs, Wikis, Profiles, Forums etc. in IBM Connections
- Understand what a competitor's employees are saying about their employer
 - Compare / benchmark against the competition



Data privacy: Code of ethics – IBM Example

	→ Only publicly available data will be collected, where permitted by Terms of Service.
	→ For internal data sources, we will adhere to the IBM intranet Terms of Service and Social Computing Guidelines.
	→ For external data sources, each website's Terms of Service will guide our usage
	→ Individual identities will be obscured and all reports will be in aggregate
	→ We will not reach out to anyone, under any circumstances
	→ Data has potential to influence future IBM policy



Before you Begin

Define Organizational Roles for
Your Social Analytics Projects
Define Toolsets to Support



Capture & Align

Determine your Sources

External: Twitter, Facebook, etc

Internal: Internal Social Platform (pre-req)

Capture Data & Align to Business Objectives



Monitor & Analyze

Defined timescale, explore data

Iterative Process



Act & Engage

*Develop responses (new services, etc)
around discovered Sentiment*



For more information...

- **Contact**

- **Lauren Burton** – Social Collaboration Solutions for US DOE
 - welchl@us.ibm.com

- **Follow us on Twitter**

- @IBMFedSocialBiz
- @amyafterthought
- @IBMSocialBiz
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- More Information on **IBM Connections (Internal Enterprise Social Platform)**

- <http://www-01.ibm.com/software/lotus/products/connections/>

- More Information on **IBM Cognos Consumer Insight**

- <http://www-01.ibm.com/software/analytics/cognos/analytic-applications/consumer-insight/>



Thank You!

